

In the claims:

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1. (Original) A method in which  
virtual purchase information, which does not include any identifier or a real financial  
account, is provided, in an on-line connection to a merchant, to pay for an item,  
the merchant provides the item and the virtual purchase information to a delivery service,  
at the delivery service, the virtual purchase information is converted to a real delivery  
address, and  
the item is delivered to the delivery address.
2. (Original) The method of claim 1 in which the virtual purchase information includes a  
virtual account identifier.
3. (Original) The method of claim 2 in which the virtual purchase information includes a  
VETO-applied account number.
4. (Original) The method of claim 1 in which the virtual purchase information includes a  
virtual account transaction order.
5. (Original) The method of claim 4 in which the virtual account transaction order  
comprises a VETO order.
6. (Original) The method of claim 1 also including physically associating a label that  
contains the virtual purchase information with the item.
7. (Original) The method of claim 1 in which the delivery service includes FEDEX or UPS  
or the United States Postal Service.

8. (Original) The method of claim 1 also including storing the real delivery address and the related virtual purchase information in a database under the control of the delivery service.

9. (Original) the method of claim 1 in which the virtual purchase information is associated with a real financial account.

10. (Original) A method in which

virtual delivery information, which does not include any identifier of a real delivery address, is provided, in an on-line connection to a merchant, with respect to a purchase of an item,

the merchant provides the item and the virtual delivery information to a delivery service, at the delivery service, the virtual delivery information is converted to a delivery address, and

the item is delivered to the delivery address.

11. (Original) The method of claim 10 also including physically associating a label that contains the virtual delivery information with the item.

12. (Original) The method of claim 10 in which the delivery service includes FEDEX or UPS or the United States Postal Service.

13. (Original) The method of claim 10 also including storing the real delivery address and the related virtual delivery information in a database under the control of the delivery service.

14. (Original) A method comprising

providing real delivery information to a delivery service,  
associating with the delivery information a code that does not itself reveal the delivery information,

making the code known to the delivery service, and  
in connection with a purchase of an item that is to be delivered according to the delivery  
information, providing the code to a merchant for forwarding to the delivery service.

15. (Original) The method of claim 14 in which the real delivery information includes  
personal information about a purchaser.

16. (Original) The method of claim 14 in which the personal information includes a name  
and an address.

17. (Original) The method of claim 14 in which the code is provided to the merchant  
electronically through a communication network.

18. (Original) The method of claim 14 in which the code is provided to the merchant  
telephonically.

19. (Original) The method of claim 14 also including the forwarding of the code to the  
delivery service.

20. (Original) The method of claim 14 also including  
delivering the item.

21. (Original) A method comprising  
at a delivery service, storing personal delivery information associated with a consumer  
and storing a code corresponding to the personal delivery information, the code not itself  
revealing the personal delivery information,  
receiving from a merchant a package for delivery to the consumer, and a code  
representing delivery information for the package,

using the stored information and code to translate the code to the personal delivery information, and  
delivering the package in accordance with the personal delivery information.

22. (Original) The method of claim 21 in which the personal delivery information includes a name and an address and may include other personal information.

23. (Original) The method of claim 11 in which multiple packages bearing the code are received at different times.

24. (Original) Apparatus comprising

a package to be delivered to a customer, the package containing an item sold by a merchant to the customer, and

a code representing delivery instructions for the package, the code not itself revealing the delivery instructions,

the package being free of any direct indication of the delivery instructions so that a person observing the package is unable to determine the delivery instructions without knowledge of the association between the code and the delivery instructions.

25. (Original) A method comprising


delivering a package to a package delivery service, the package containing an item sold by a merchant to the customer,

providing the package delivery service a code representing delivery instructions for the package, the code not itself revealing the delivery instructions,

the package being free of any direct indication of the delivery instructions so that a person observing the package is unable to determine the delivery instructions without knowledge of the association between the code and the delivery instructions.

26. (Original) A method comprising

establishing a virtual account with a virtual account issuer, the virtual account being associated with a financial account,

 associating a package delivery code with the virtual account, the package delivery code representing, but not itself revealing, delivery instructions for packages directed to a holder of the virtual account, and

providing the package delivery code to a package delivery service for use in delivering packages of items purchased from merchants using the virtual account.

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